



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

BGD 2304: ADVANCED CORPORATE IDENTITY AND

PUBLICATION DESIGN II

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES:AUGUST2017

TIME:2HOURS

DATE:18Sep2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

a) Define the following terms.

- | | |
|------------------------|-------|
| i) Town based runheads | 2 mks |
| ii) Iconic symbol | 2 mks |
| iii) Page composition | 2 mks |
| iv) Implied Gutter | 2 mks |
| v) Dummy | 2 mks |

b) i) Explain the difference between the spine and the gutter 5 mks

ii) Distinguish between the corner marks and the trim marks 5 mks

iii) Initial, acronyms, abbreviations and mnemonics have a role incorporation identity design.

Give an example of two of each that exists in publications 5 mks

iv) Color is of great significance in branding and corporate identity design. Briefly explain 5 mks

Question Two

Comprehensively sketch a modern corporate identity of a firm by the name style “family unity” specializing in seminar creating such unity, with suggested color scheme and appropriately form 20 mks

Question Three

Acronym is an inadequate corporate identity design. Discuss 20 mks

Question Four

Color scheme is extremely importance incorporate identity design and product or services branding. Briefly explain this statements

20 mks

Question Five

Describe three forms of messages found in newspaper publications showing the function of each. 20 mks